

WIRTH

Serial No. 09/987,438

AMENDMENTS TO THE ABSTRACT

Please amend the Abstract as follows:

ABSTRACT OF THE DISCLOSURE

A method and system ~~for obtaining orders from customers~~ are disclosed for using direct mail to induce potential customers to access and place orders on an e-commerce website. A mailing list of ~~potential customers~~ persons having a particular interest is ~~chosen, and then obtained through a purchase or lease arrangement.~~ The list is then screened to eliminate duplicate names and ~~names of~~ persons not meeting certain ~~other~~ criteria. First and last names from the screened mailing list are stored in a website server. ~~The screened list is also~~ and then used to mailed to the potential customers using postcards including a promotional offer designed to induce the potential customers to log onto the website and place an order. ~~chosen for high visibility and contrast with the information printed on the postcards.~~ The names and mailing addresses are printed on the front of the postcards, while ~~on the back of the postcards is printed~~ the website's URL concatenated with corresponding first and last names of the potential customers and ~~an~~ the promotional offer are printed on the back of the postcards. ~~designed to~~

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~~induce the addressees to log onto the website and place an order. A program on the server seeks to match the login names with the stored names.~~ If a login name is matched by a program on the server with a stored name, a special promotional offer page is to be presented to the ~~person~~ potential customer logging onto the website.